

[Sample Consumer Notification Letter]
[Company Letterhead]

[Date]
[Name]
[Address]
[City, State ZIP]

Dear **[Name]**,

Re: Card ending in **[last 4 digits of card affected]**

We recently notified you of the security incident involving the **[Goldner customer name]** online store. As we noted in the email that we sent to you, Goldner Associates provides services to **[Goldner customer name]**. By way of update from our May 17th email, we have now confirmed that on May 14, 2013 there was unauthorized access to the server of our service provider hosting the **[Goldner customer name]** online store. We have also confirmed that these unauthorized third parties obtained your name, credit card or debit card number for the card noted above and the expiration date and CVV code of that card, and your address and phone number. Since we do not collect PINs for debit cards, social security numbers, dates of birth or driver's license information, these types of personal information were not involved.

We promptly worked with our service provider to implement several measures to address this unauthorized access. Those steps include working with our hosting company to determine how the hacker obtained access to the system and then shutting down that means of access. We have also removed all credit card data from the system. We are implementing a tokenization system so it will no longer be necessary to retain your credit card information. Finally, we immediately engaged outside experts to assist us in this situation and to put in place the noted measures.

We deeply regret this unfortunate situation. Even with the measures noted that we have taken, we recommend you to take preventative measures. We encourage you to vigilantly monitor your credit and debit card account statements. If the card that you used with us was a debit card, we suggest you contact your bank who issued your card and follow their recommendations. If you notice fraudulent charges on the card noted above, you should contact your card issuer.

While credit card fraud is generally not considered identity theft, we understand that you may want information on identity theft and detailed instructions on other actions you might consider. We have enclosed additional steps that you can take to further protect your information.

We sincerely apologize for any inconvenience that this may cause you. If you have additional questions, please call us toll-free at 1-800-213-4111, Monday through Friday, 8:00 AM to 5:00 PM central time.

Sincerely,

Goldner Associates, Inc.

Further Information and Steps You Can Take

Information from the Federal Trade Commission

The Federal Trade Commission has gathered this information and provides its suggestions for actions in the event of identity theft at <http://www.consumer.ftc.gov/features/feature-0014-identity-theft>. You may also contact the Federal Trade Commission for more information toll-free at 1-877-ID-THEFT (438-4338) (TTY: 1-866-653-4261), or write Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

Obtaining a free credit report or placing a security freeze

You may obtain a free copy of your credit report from each of the credit bureaus once a year by going to <http://www.annualcreditreport.com> online, or call toll free 877-322-8228. Hearing impaired consumers can access TDD service at 877-730-4104. You should monitor these reports. You may also place a security freeze on your credit report by contacting the credit bureaus as listed below.

Equifax	Experian	TransUnion
888-766-0008	888-397-3742	800-680-7289
www.equifax.com	www.experian.com	www.transunion.com

Filing a Police Report for Suspicious Activity

If you do find suspicious activity on the credit or debit card indicated in our notice to you or in your credit report, call your local police or sheriff's office and file a police report of identity theft. Get a copy of the police report. You may need to give copies of the police report to creditors to clear up your records. In addition, you should report identity theft to your Attorney General and the Federal Trade Commission.